

TITLE:

Educational Standards of Professional German Language Teaching at Universities
Specializing in Economics

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ABSTRACT:

The topic of the dissertation thesis is related to the transformation of language materials into educational standards. The thesis is divided into the theoretical and empirical parts. The main focus of the theoretically conceived chapters is represented by the following topics: 1) linguistic and linguadidactic contexts of technical and professional (German) language, 2) language management theory and its application in the corporate world in the Czech Republic, 3) pedagogic aspects of the processes of Europeization, individualization, and standardization of language education in the tertiary sphere with focus on German language. Based on an analysis of needs, the research objective of the empirical part of the thesis is to determinate the educational goals and content of professionally focused tertiary German language teaching in faculties specializing in business administration. To achieve this goal, a questionnaire survey has been carried out among three groups of respondents – students, German language teachers, and potential employers. The final objective was to incorporate the identified educational content components into the international standards' frame based on their qualitative comparison with relevant descriptors of both the European and local standards and curricula. The newly created educational standards reflecting the B1 level is the author's own practically focused output of the thesis.

KEYWORDS:

Professional German language, standardization, tertiary level language education, educational standards